



## ***You Drink & Drive. You Lose.* National Crackdown**

### **Sample Radio Scripts**

America's broadcasters have demonstrated a long-standing commitment to preventing impaired driving. Annually, radio stations donate millions of dollars to support national and local campaigns playing produced advertisements or broadcasting live-read spots by on-air talent. Most radio stations will welcome the opportunity to join your partnership and to help you publicize your campaign.

You should accompany the scripts with a letter explaining and inviting the station to join the partnership. Suggest that traffic reporters remind listeners about the *You Drink & Drive. You Lose.* message and about increased enforcement activities in your community. It's a good idea to follow-up the letter with a phone call to the station to ensure they received the scripts and to encourage their active participation.

#### **Radio Scripts**

**:30 Second General Station Read -**  
Cost One for the road? What did that last drink cost? Only \$4,000 in legal and court costs, your license, car and your job when you're arrested for driving impaired. **(INSERT STATION NAME/ CALL LETTERS)** reminds you that law enforcement will be out this holiday protecting every-one from impaired drivers. This Labor Day holiday, please celebrate responsibly and don't take a chance

because chances are you will be caught. Designate a sober driver, take a taxicab or mass transit or take a ride straight to jail. Remember: *You Drink & Drive. You Lose.*

#### **:30 Second Station Read - Alcohol Impairment**

Not sure if you've had too much to drink? Then don't drive. Chances are you will get caught. **[INSERT STATION NAME HERE]** reminds you law enforcement will be out in full force this Labor Day holiday looking for impaired drivers. Don't risk losing your license, your car and freedom. Designate a sober driver, take a taxicab or mass transit or you'll be taking a ride straight to jail. Remember: *You Drink & Drive. You Lose.*

#### **:30 Second Station Read - Crime**

Checkpoints, roving patrols, undercover officers and concerned citizens ... chances are if you drive impaired you'll get arrested this holiday. **[INSERT STATION NAME HERE]** reminds you **[COMMUNITY]** is cracking down on impaired drivers. This Labor Day weekend, please celebrate responsibly and don't chance it because chances are you will be caught. Designate a sober driver, take a taxicab or mass transit or you'll be taking a ride straight to jail. Remember: *You Drink & Drive. You Lose.*

### **:30 Second Station Read - Drugs and Alcohol/License**

This holiday, don't lose your license to impaired driving. Did you know that your license can be revoked and car impounded on the spot when your arrest for driving impaired? **[INSERT STATION NAME HERE]** reminds you law enforcement is cracking down against impaired drivers this Labor Day weekend. Driving under the influence of drugs or alcohol is a serious crime that will cost you hundreds of dollars, your car, and license and ruin your social life. The choice is yours - designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

### **:30 Second Station Read - New Friends**

Think impaired driving is no big deal. Think about what it can do for your social life and all the new opportunities. Making new friends on the bus, at counseling, while doing community service, sitting in court and don't forget your sleepover in jail. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this Labor Day holiday. Chance driving impaired

and chances are you will be caught. Remember to designate a sober driver, take a taxicab or mass transit or be prepared to kiss your social life good-bye. *You Drink & Drive. You Lose.*

### **:15 Second Station Read - Alcohol & Drugs/You Lose**

This Labor Day holiday, don't lose your car, license and freedom to impaired driving. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this holiday weekend. The choice is yours - designate a sober driver or one will be appointed for you straight to jail. Remember: *You Drink & Drive. You Lose.*

### **:15 Second Station Read - Enforcement**

Sobriety checkpoints, saturation patrols, undercover officers and concerned citizens ... chances are if you drive impaired this holiday you'll get caught. This Labor Day, please celebrate responsibly, designate a sober driver, take a taxicab, mass transit or you'll be taking a ride straight to jail. Remember: *You Drink & Drive. You Lose.*